



Information  
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A Service-Disabled  
Veteran-Owned Small Business



## Achieving Small Business Success on Government Contracts

**Presented to:** The U.S. Department of Transportation

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**May 13th, 2007**

# The Basics

## Build a Foundation

- Mission statement and vision that aligns with customer base is critical for Government customers and success
- Understand customers' vision and political place in Government space and funding process and lifecycle
- Arrive ready to perform
  - Contract vehicles to make you accessible (GSA IT 70, etc.)
  - Certifications that help you achieve Government goals (small business classifications *and* corporate certs like ITIL, CMMI, ISO, etc.)
  - Facilities and personnel clearances
  - Motivated management team that share a vision
  - Quality people, quality people, quality people(!)



# What Type of Firm are YOU?

## Defining Your Core

- What is your company's core business?
  - Program/IT Operations
  - Security Services
  - Infrastructure Services
  - Products
  - Resources & Business Management
  - Contracting and Administration Management
- Pick no more than 3 areas and *balance*
- Your company must exude who you are for your management team and leadership to feel like they are the best at what they do
- The Government wants and needs quality and expertise



# Performance

## “Walk the Walk”

- Government contractors “SHALL” perform!
- Performance to a median standard is NOT good enough—you must master a customer’s vision and outrun the next goal on their checklist
- There are no second chances—only option years
- As relationships mature, don’t let up on quality standards
- Relationships can’t fix poor performance (and only serve to make the farewell lunch more emotional!)



# 10 Things to Remember

## The Bottom Line

1. Have your toolkit full before you start
2. Arrive upbeat and loaded with energy...everyday!
3. Know who you are, who your customer is and demand excellence always, regardless of size
4. The Government will seek out performing contractors
5. Price to perform
6. Competition is a good thing—it will motivate you to improve.
7. Don't live for the next rumor
8. Keep your business at your office
9. Make your customer the priority
10. It's all about people. Take care of your customers and your employees and your business will flourish

